Exhibitor Service Manual

Rock Financial Showplace
Novi, Michigan
September 30-October 4, 2009

MARVAC
2222 Association Drive
Okemos, MI 48864

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Table of Contents

Admission	3
Booth Exhibitor Move-In	3
Carpet	3
Complimentary Tickets	3
Concessions	3
Decorator	3
Drayage/Freight Handling	3
Electrical Service	4
Booth Vendor Form	11
Enforcement of Rules	4
Exhibitor Booth Space	4
Exhibitor Credential Form	10
Exhibitor Show Passes	4
Fire Regulations	4
First Aid	5
Floor Plan	13
Food	5
Giveaways	5
Helium Balloons	5
Hotel Reservations	5
Insurance	5
Janitorial Service	5
Lost and Found	5
Move-out	6
Music in Exhibit Area	6
NEC Notice of On-Line Exhibitor Kit	14
Parking	6
Public Relations	6
Sound Equipment	6
RV Dealer Move-In Schedule	7
RV Dealer Regulations	7
Security	8
Show Dates and Hours	8
Show Location	8
Show Management	8
Show Office	8
Show Schedule of Penalties	12
Signs	8
Smoking	9
Telephone Service	9

General Show Information

Admission

Adults	$8.00
Seniors (55 and over)	$5.00 (Wednesday & Thursday)
Children 12 and Under	Free

Booth Exhibitors- Move-In

Booth Exhibitors may move in starting on Tuesday, September 29, 2009 from 9:00 am-5:00 pm. Move-in must be completed by 1:00 pm on Wednesday, September 30, 2009. Move-in will not be permitted through the lobby or pre-function spaces. This rule will be strictly enforced by Security and Rock Financial personnel.

Carpet

There will be no aisle carpet in this show. All exhibitors have the option of either purchasing carpet for their display or renting carpet from NEC Expo Service. Carpet in your display area is an option; not a requirement.

Complimentary Tickets

Each RV Dealer will be provided 100 complimentary tickets and each booth vendor will receive 20 complimentary tickets. Additional complimentary tickets may be purchased at a discounted cost of $4.00 each. Complimentary tickets will be mailed two weeks prior to the show.

Concessions

Concession areas are located in the Rock Financial Showplace providing a wide range of food and drink items. Every effort will be made to discourage people from taking food into the RV's. "PLEASE NO FOOD OR DRINK" signs are available free at the Show Office.

Decorator

NEC Expo Service is the exclusive decorator for the Rock Financial Showplace. Furniture rental, carpet, drayage/freight handling, audiovisual requirements, etc. can all be ordered through NEC Expo Services, Inc. Please refer to the **Notice of On-Line Exhibitor Kit** to order through NEC Expo Services, Inc. Exhibitors are not required to use the services of NEC Expo Services.

Drayage/Freight Handling

NEC Expo Service is the exclusive drayage and freight handling company for the Rock Financial Showplace. Please refer to the **Notice of On-Line Exhibitor Kit** for your drayage/freight handling needs. All freight must be received prior to Monday, September 28, 2009 by 12:00 noon.

Electrical

RV Dealers
15 AMP electrical service will be provided for each recreation vehicle in your display.

Booth Exhibitors
Booth Exhibitors will be provided one 15 AMP outlet for each 10' x 10' booth. **Please complete the attached form on Page 11 if you need electrical service in your booth.**

If you require additional electrical service, please use the attached SHOW POWER PLUS FORM that can be accessed through the **NEC Notice of On-Line Exhibitor Kit.**

Enforcement of Rules
The enforcement of all show rules lies with Show Management. Any violation of the rules in the opinion of Show Management will be subject to a monetary fine and/or losing show space and/or show seniority after being warned by Show Management. **A copy of the 2009 Show Rules is included with this manual.**

Exhibitor Booth Space
All exhibitors have contracted for their space from Show Management. All exhibitors must remain in the confines of their space and have their displays manned throughout the show hours. Booth displays shall not be more than eight feet high in the rear and any side wing of the display cannot extend more than four feet high. Show management provides the pipe and drape for the back and side panels of each booth. You may bring your own tables, chairs, carpet, etc. or use NEC Expo Service for decorating needs. Please see enclosed service forms. **Recreation vehicles are not allowed in booth space unless prior approval has been given by the MARVAC Board of Directors. The advertising or selling of recreation vehicles from booth space locations is strictly prohibited.**

Exhibitor-Show Passes
2009 MARVAC Exhibitor buttons will be provided to each exhibiting company. Please list the names of those working in your display area and return the Exhibitor Credential Form by September 25, 2009 or fax to the Association Office at 517/349-3543.

Fire Regulations
Exhibitors are prohibited from bringing in flammable materials that will be used for decorating or advertising in the facility. All such materials to be used for decorative or advertising purposes must first be treated with a flame-retardant, and such use shall be in accordance with all applicable federal, state, and municipal fire and safety rules and regulations. All flammable liquids and gasses are prohibited without prior written consent from the Rock Financial Showplace. Poster board signs are allowed, but should be taped to a unit or other flat surface and should not be hung free from backing. Trees, shrubs and plants must be live and not cut. No open flame or gasoline is permitted in any booth or exhibit area. Fuel tanks and gas tanks must be locked. All battery cables **must be disconnected** after the unit is placed in the display space. Fuel tanks in motorized vehicles **must** be as close to empty as possible. Propane tanks **must** be new and empty.

First Aid
A first aid kit is located in the Show Office.

Food
If you plan on having any type of food samples used as part of your display, you will need to call the Oakland County Health Department for a proper license. If you are selling any type of food item, you must get prior approval from the Rock Financial Showplace.

Giveaways
Raffles, auctions or giveaways of any kind (including food items) are not allowed without advance permission from Show Management.

Helium Balloons
The Rock Financial Showplace does not allow helium tanks inside the building or on the premises. Exhibitors with prior approval can have helium balloons to decorate their booth but not to hand out to attendees. A retrieval charge will be applied to retrieve balloons from the ceiling

Hotel Reservations
Doubletree Hotel (formally the Wyndham Garden Hotel)
42100 Crescent Blvd., Novi, Michigan 48377
Call for reservations: (248) 344-8800 and refer to the "Camper & RV" room block.
$79.00 Single or Double + tax
Call by September 18, 2009 for the MARVAC special rate.

Insurance
All exhibitors must provide insurance coverage for personal injury and property damage liability to cover themselves and their property at the show. The exhibitor must provide insurance coverage for bodily injury liability with limits of at least $100,000 per person, $1,000,000 per occurrence and property damage liability of at least $100,000 per occurrence to cover themselves and their property at the show along with Workers Compensation coverage. Insurance protection against fire, theft or damage to the exhibitor materials must be carried at the exhibitor's expense.

The exhibitor agrees to protect and hold harmless the Show, Show Management and the Rock Financial Showplace from all claims which might arise inside or outside of the show property. **Please do not forget to submit your proof of insurance to the MARVAC office prior to show move-in.**

Janitorial Service
Exhibitors are responsible for the cleaning of the total area within their display space. All aisles and other common areas will be maintained during show hours and will be broom swept after the show each day by the show contractor. Drums will be placed at frequent intervals and near concession areas. Each exhibitor is responsible for the cleaning and dusting of their products, RV's, exhibit space or booth area.

Lost and Found
Show Management maintains a lost and found at the Show Office. If you find items that were left within your display area, please turn them to the Show Office.

Move-Out for All Exhibitors

Move-out is Sunday, October 4, 2009 at 6:00 p.m. RV Dealers follow the move-in schedule in reverse; last in, first out. All exhibitors must be prepared to move out Sunday evening. The staging area will be available Monday, October 5, 2009 until noon. **Note RV Dealers: All vehicles must be staged outside the building before transfer to dealer lot begins.**

Music in Exhibit Area

Federal law protecting the creators of copyrighted music requires that a license be obtained to use copyrighted music in meetings, seminars, general stage presentations and in exhibitor's booths. Therefore, copyrighted **music will not be allowed** by any of our exhibitors.

Parking

Exhibitors

All exhibitors will be required to park in the northwest parking areas and enter the Hall B entrance ONLY. All parking on the south and east sides of the building will be reserved for event attendees.

A FIVE DAY PARKING PASS is available for only $12.00. This represents a 50% savings over the regular daily parking fees. This parking pass will permit you to enter and leave the Rock Financial Showplace, at will, during the five days of the Camper Show. Parking is free during move-in and move-out days. **A PARKING PASS REQUEST FORM IS INCLUDED IN THIS MANUAL.**

Public-Parking is available at the Rock Financial Showplace at a cost of $5.00.

RV Parking/Overnight Accommodations-Overnight RV parking is available. For more information on costs and location, please contact Rock Financial Showplace Management at 248.348.5600.

Trucks and Trailers-Company owned trucks and trailers with company signage must be parked at the northwest corner of the exhibitor parking lot. **A detailed map will be mailed to exhibitors prior to the show outlining the area for truck and trailer parking.**

Public Relations

All public relations materials should be sent to Beth Monicatti-Blank, All Seasons Communications, PO Box 100, Romeo, Michigan 48065. The phone number is 586.752.6381. Beth Monicatti-Blank will be available during the show to provide exhibitors with information about the PR and advertising campaign. All exhibitors are encouraged to supply All Seasons with news releases, pictures and any newsworthy materials they have regarding their products or business.

Projection Sound Equipment

Audio visual equipment may be rented through the NEC Expo Services, Inc. Please use the NEC Expo Services, Inc. On-Line Exhibitor Kit form.

RV Dealers- Move-In

Staging Area- There will be two general staging areas. Dealers who will move-in at overhead door #5 should stage in the northwest section of the exhibitor parking area. Dealers moving in at overhead doors #7 shall stage in the northeast corner of the parking lot located on the east side of the property.

*Staging Date & Hours-*RV Dealers may stage their vehicles on Sunday, September 27, 2009 beginning at **4:00 p.m.** ***Please Note***: There is a public show at the Rock Financial Showplace on September 27, 2009. We cannot stage units at the Rock Financial Showplace **until Sunday starting at 4:00 p.m**. We will have guards on site to allow staging through the evening.

Move-In Schedule- Monday, September 28, 2009 (subject to change)

Move-in for the show will be divided into two zones. **Zone 1** will use overhead doors #2 & #5 for entering with recreation vehicles. **Zone 2** will use overhead door #7 for entering and exiting with recreation vehicles and tow vehicles. See attached floor plan. MARVAC staff and show security will be on hand to provide further instructions.

DEALER	MOVE-IN TIME
Zone 1 Overhead Doors #2 & #5	
General RV (Aisles 600 & 700)	7:00 AM
H & W Motorhomes	11:00 AM
Holland Motor Homes	12:00 PM
International RV	1:00 PM
M & M Camping Center	10:00 AM
Midway Motor Homes	12:00 PM
National RV Detroit	9:30 AM
Veurinks	11:30 AM
Vicars Trailer Sales	7:00 AM
Westland Camping	12:00 PM
Zone 2 Overhead Door #7	
A & S RV Center	7:00 AM
General RV (Aisle 800)	7:00 AM
General RV (Aisles 900 & 1000)	11:30 AM
Lloyd Bridges Traveland	9:30 AM

RV Dealer Regulations

The safety regulations at the Rock Financial Showplace are very strict. Your dealership display must have a minimum walking area between units of 8 feet. Displays must have two (2) entrances on egress routes. The Fire Marshall requires that each display feels open to visitors and attendees cannot be trapped in a display area. The travel distance within the exhibit booth to an exit access aisle shall not be greater than 50 feet. All parts of those recreation vehicles on display must be inside the described dealer space. If you have questions about your display plan, please call the Association. **The vehicles on display can be 2008/2009/2010 model years. All vehicles must be untitled**.

Security

Every attempt is made to protect the property, safety and rights of our exhibitors and attendees. However, it is also expected that exhibitors will take all reasonable precaution to protect their own valuables. Security guards will be on duty during move-in, show days and move-out.

Show Dates & Hours

Wednesday, October 1	2:00 p.m.-9:00 p.m.
Thursday, October 2	2:00 p.m.-9:00 p.m.
Friday, October 3	2:00 p.m.-9:00 p.m.
Saturday, October 4	11:00 a.m.-9:00 p.m.
Sunday, October 5	11:00 a.m.-6:00 p.m.

Show Location

Rock Financial Showplace
46100 Grand River
Novi, Michigan 48374
248.348.5600
www.rockfinancialshowplace.com

Show Management

MARVAC
2222 Association Drive
Okemos, Michigan 48864
Phone: 517.349.8881 Fax: 517.349.3543
Email: bsheffer@mmhrvca.org or dbehrendt@mmhrvca.org

Show Office

MARVAC Staff will be available at the Rock Financial Showplace during move-in, show hours and move-out to assist exhibitors. **The Show Office number is 248.662.0012.** Bill Sheffer, Show Director may be contacted at 517.719.6909.

Signs

All signs and banners must be hung only by authorized personnel. At no time will exhibitors be allowed to adhere anything to the walls or columns. Exhibitors will be strictly prohibited from using any unauthorized style tape or adhesive substance within the facility. Absolutely no tape will be allowed on the walls and columns, and only the specific acceptable types will be used on the floors. Duct tape, plastic double sided tape, and masking tape are strictly prohibited! Only cloth backed carpet tape will be allowed. You can purchase the proper tape from the NEC Service Desk during show move in.

Price signs may not be hung in display areas or promotional literature distributed for any "new" manufacturer's product other than that which is "physically" displayed in the show. Used unit signs are subject to the approval of Show Management. Manufacturer's signs listing names of dealers shall be limited to only those dealers or distributors exhibiting in the show. Price signs and printed matter shall show only one price, whether or not that price is a special or show sale. In addition, a sign showing the original manufacturer's suggested retail price will be allowed.

Any dealer identification signs must be placed within the dealer display area. **No signs may be placed over or within the common show aisles.**

Smoking

Smoking in the building is prohibited and will be strictly enforced. You must smoke outside within the proper areas only. Exhibitors will not be allow to prop open any doors to go outside and smoke. This is a violation of the fire ordinance.

Telephone/Internet Service

Exhibitors must make arrangements for telephone service through Show PowerPlus. Use the **NEC Notice of On-Line Exhibitor Service** to access the forms for telephone or internet service.

EXHIBITOR CREDENTIAL FORM
20th Annual Fall Detroit Camper & RV Show
September 30-October 4, 2009

BUSINESS NAME_____

PERSON COMPLETING THIS IFORM_____

Please list the employees working your exhibit area

_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

Total Exhibitor Buttons _____

Please mail to: MARVAC, 2222 Association Drive, Okemos, Michigan 48864 or fax to 517.349.3543 by ***September 25, 2009***

Please remember that exhibitor buttons are to be used for exhibitors only. Anyone using an exhibitor button for general admission will be asked to leave and the button will be confiscated by Show Management. A fine or penalty may result for the exhibitor who has issued the button.

IMPORTANT

BOOTH VENDORS

ELECTRICAL FORM

Electricity is included with each 10’ x 10’ booth. If you require electricity for your booth, please complete the form.

Company Name_____

Person completing this form:_____

I need electricity in booth #_____

Mail to:

MARVAC
2222 Association Drive
Okemos, MI 48864
or fax
517.349.3543

2009 MARVAC Show Schedule of Penalties

Violations

1. Failure to provide final payment for show space 45 days prior to move-in date **September 28, 2009.**
   *(**Penalty:** A 20% penalty will be applied to the balance due if not paid 45 days before move-in. A permanent loss of one-year seniority for any future show if payment and penalty is not received 30 days before move-in.)*
2. Failure to provide Certificate of Liability Insurance by move-in date: **September 28, 2009**
   *(**Penalty:** Permanent loss of one year's seniority and forfeiture of show space and all monies paid for current show)*
3. Exhibiting titled or non-compliant model year recreation vehicles and/or tow vehicles within show space.
   *(**Penalty:** Immediate removal of vehicle if possible, lock unit for the remainder of the show if not able to remove, permanent loss of square footage equal to size of vehicle and double the fine if unit is reopened any time during remainder of the show.)*
4. Parking dealer titled or untitled recreation vehicles in designated show facility parking areas. No unauthorized recreation vehicle may be open for exhibit to the public during, before or immediately following scheduled show hours. In addition, recreation vehicles used for transportation by dealerships or manufacturer representatives may not display any additional signage referring to dealer location or price.
   *(**Penalty:** Immediate removal of vehicle and $100.00 fine per occurrence)*
5. Failing to have display opened and properly manned during posted show hours.
   *(**Penalty:** $100.00 fine per occurrence)*
6. Arriving late for scheduled move-in times
   *(**Penalty:** 1st time-$100.00 fine, 2nd time-Permanent loss of one year's seniority)*
7. Causing unusual delays or hindrance to other exhibitors during move-in and/or move-out
   *(**Penalty:** 1st time-$100.00 fine, 2nd time-Permanent loss of one year's seniority)*
8. Transporting of any exhibitor's vehicles from designated show staging areas during move-out before all of the exhibitor's vehicles are moved from inside exhibit area.
   *(**Penalty:** Monetary fine of $250.00)*
9. Having any portion of displayed vehicle or material outside designated exhibit space as determined by show management.
   *(**Penalty:** 1st time-Immediate removal or adjustment to correct problem; 2nd time- Permanent loss of one year's seniority)*
10. Failure to follow guidelines as set forth by local fire codes including appropriate aisle width, disabling vehicle batteries, and securing gasoline and propane tanks and/or appliances.
    *(**Penalty:** 1st time- immediate correction; 2nd time-immediate correction and permanent loss of one year's seniority)*
11. Unauthorized duplication of official show materials such as coupons, tickets, parking passes, and other related items without written permission from Show Management.
    *(**Penalty:** Monetary fine of $250.00 per occurrence)*
12. Building and/or equipment damage
    *(**Penalty:** Exhibiting company(s) is responsible for cost of repair)*
13. Violation of any written rule in show drawing rules, show contract, and/or official exhibitor manual not previously defined
    *(**Penalty:** 1st time- monetary fine of $100.00 to the company(s) found in violation; 2nd time-Permanent loss of one year's seniority)*

FAILURE TO PAY ANY FINE IMPOSED, AS A PENALTY, SHALL RENDER THE EXHIBITOR INELIGIBLE TO DRAW FOR SPACE IN ANY SUBSEQUENT MARVAC CAMPER & RV SHOW.

Detroit Fall Camper & RV Show 2009

NEC
Expo Services, Inc.
A DIVISION OF ART CRAFT SERVICE GROUP

NOTICE OF ON-LINE EXHIBITOR KIT

Re: Detroit Fall Camper & RV Show 2009
Sept. 30 – Oct. 4, 2009
Rock Financial Showplace

Dear Exhibitor:

NEC Expo Services, Inc. has been selected by your show management to serve as the Official Exhibition Service Contractor for this event.

YOUR EXHIBITOR KIT FOR THIS EVENT IS AVAILABLE ON-LINE. IF YOU DO NOT HAVE INTERNET ACCESS, NEC EXPO SERVICES CAN FAX OR MAIL THE KIT BY CALLING (248) 380-0843.

IF YOU NEED ADDITIONAL EQUIPMENT OR SERVICES YOU CAN DOWNLOAD ORDER FORMS USING THE FOLLOWING PROCEDURES:

Go to the following website: www.necexposervices.com
Click on: "Exhibitor Services"
Click on: "Get Order Forms"
Enter Event Code: 14626D (RV Dealers use this code)
14626V (Booth vendors use this code)

Please refer to the kit for the items that are included as part of your booth fees paid to show management. General questions can be directed to: novi@necexposervices.com

ADVANCE ORDER DEADLINE IS Monday, September 21, 2009 by 5:00 p.m.

If we can be of any further assistance, please contact us.

We are looking forward to being of service to you.

THANK YOU FOR YOUR PATRONAGE